

Business Voice

SPRING CLEAN *your* BUSINESS

PURGE YOUR PAPERWORK

SCRUB YOUR MAILING LISTS

DITCH YOUR OLD DATA

POLISH YOUR CUSTOMER SERVICE

REFRESH YOUR MARKETING

SOCIALIZE YOUR NETWORKS



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BusinessVoice
THE LAS VEGAS CHAMBER OF COMMERCE MAGAZINE

Volume 31 Number 4

CHAIRMAN'S MESSAGE



Michael J. Bonner
Chairman of the Board

Spring is a time of renewal, a time to chart new courses, look for innovative ways to refresh your business objectives and move your company forward.

The Chamber wants to be a partner in your company's spring overhaul. Here are just a few examples on how you can utilize your Chamber member benefits to help you breath new life into your business:

Generate Publicity:

If ever there was a time to make sure your company is taking advantage of every available promotional tool, it is now. The Chamber has several tools to help generate buzz about your business and drive new customers to your door. Send the Chamber your latest company news to pr@lvchamber.com for inclusion in the Member News section of *The Business Voice*. Post a member discount offer or a video advertisement for free in the Chamber's Member Marketplace. Interested in social media? Check out the

Chamber's Business Education Series session "Marketing on the Edge" on April 12 to learn how to utilize Twitter and Facebook effectively.

Polish Up Your Networking and Presentation Skills:

How effective are your presentation and networking skills? You can polish all of your interpersonal communication tools by joining the Chamber's Toastmasters Club, "Chamber Voices." Toastmasters will help you develop communication skills that you can use in both your professional and personal life. Also, don't miss the joint Chamber Vegas Young Professionals mixer on April 28 to make new connections.

Access Free Expertise:

Sometimes you just need to sit down face-to-face with an experienced, knowledgeable business expert who can help you troubleshoot your current business conditions. The Chamber offers all members free one-hour private counseling sessions with a SCORE business counselor who will serve as your personal business coach. You do not have to be an "at risk" business to participate in these sessions. In fact, using this member benefit could help you take a stable and successful business and make it even stronger.

Of course, the Chamber offers a host of other membership benefits, all designed with you in mind. If you would like to learn more about how to get the very most out of your membership investment, please call the Chamber at 702.641.5822, or visit LVChamber.com.

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We've got business covered.



Chamber plays pivotal role shaping Vegas in 1940s

The start of World War II and the buildup of U.S. ally defenses proved to be of great benefit to Las Vegas' economy.

In 1940, the U.S. Army determined Las Vegas would be an ideal site for a gunnery training school. With the help of Senator Pat McCarran and Las Vegas Chamber of Commerce officials, a deal was brokered. When the Las Vegas Army Air Corps Gunnery School opened in 1941, it shared space at what would become McCarran International Airport. The development of the gunnery school led to a boost in construction around the base and an increase in population.

At the same time, manganese deposits were discovered in Nye County. Manganese ore can be converted to magnesium and used to manufacture airplane parts and

World War II benefitted Las Vegas in other ways as well. Tourism continued to grow as the war kept residents of nearby states



from traveling far, so Las Vegas boosted its reputation as a vacation destination. Additionally, Ria Langham Gable gave a boost to Las Vegas' "quickie divorce" laws when she arrived in 1938 to divorce Clark Gable. Interestingly enough, the publicity surrounding this high-profile couple not only garnered Las Vegas a reputation as a popular divorce spot, but as a wedding destination as well.

The 1940s saw an evolution of the relationship between California and Nevada. Gambling operators ousted from California made their way to Southern Nevada looking to make their fortunes in legalized casino operations. Some of the biggest names in gaming history went on to make their mark in Las Vegas, including Sam Boyd, a former Las Vegas Chamber of Commerce president, who developed a number of well-known casino properties.

In 1945, Chamber Chairman Maxwell Kelch led efforts to create the early advertising collective that funded promotion of Las Vegas. Kelch is credited with encouraging the idea that businesses had to band together to foster the ongoing evolution of Las Vegas. Kelch was quoted as

saying, "Everybody is going to have to do their share to help bring the tourists and continued prosperity to Las Vegas after the war." The term "live wire" was given to Chamber members who made the commitment to give between one and five percent of their annual gross receipts to the group to help publicize Las Vegas.

The Chamber originally hired a high-profile advertising agency, but then took over promotional efforts, creating the Las Vegas News Bureau.

Some of Las Vegas' legendary figures entered the picture in the 1940s, bringing with them the development of a number of Las Vegas' landmark gaming properties. Benjamin "Bugsy" Siegel opened the Flamingo Hotel in 1946; The Thunderbird launched in 1948; and Guy McAfee, Art Ham and Kell Houssels opened The Golden Nugget in 1946. The 1940s even saw the launch of still-popular Las Vegas mainstays – the buffet was born inside the El Rancho Vegas in April 1941. Future Las Vegas Chamber of Commerce executive Herb McDonald launched the Chuck Wagon Buffet by lining up cold cuts along a bar top.

The decades saw the population triple, and it set the foundation for a vibrant future.



photos courtesy of the Las Vegas News Bureau



RSVP Today!

Nevada Business Magazine, along with our corporate sponsor, Fair Anderson & Langerman, will host a very special event recognizing outstanding Family Owned Businesses. The luncheon will showcase companies throughout Southern Nevada that embody the entrepreneurial spirit of America's family owned businesses.

The ceremony will feature businesses in 10 separate categories with the winners chosen by a panel of judges. Be a part of this important market and help us honor outstanding family owned businesses.

For more details go to www.nevadbusiness.com/events.

For more information about this or any of Nevada Business Magazine's great events, contact the magazine at 702.736.7001.

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Nevada Business
the division maker's magazine

SPRING CLEAN your BUSINESS

TIME TO PURGE, ORGANIZE, UPDATE AND REFRESH!
There's a reason spring cleaning is effective: It's a time to start fresh, do away with what's old and not working, and generally just make a clean slate of your home, your life and yes, even your business. Here are some ideas for re-invigorating your workplace:

3

Tips to **un-clutter** your inbox:

- 1. Back up important emails and then delete, delete, delete
- 2. Act on, trash, or move emails to a "tickler" file every day
- 3. Have only one page of emails you can see without scrolling

{PURGE} YOUR PAPERWORK!

Paper multiplies exponentially. It's time to bite the bullet and tackle your piles and files. Here's how:

- If you haven't read it in a year, then **get rid of it**
- Scan important docs into your PC
- Pitch those Post-Its® and napkin notes
- Box up and store old files offsite
- Shred confidential documents

**REFRESH
REVAMP
&
RENEW
YOUR
MARKETING**

- Leverage the Chamber's many affordable or free marketing tools
- Revise outdated brochures, ads and direct mail
- Use new photos of your products, building and staff
- Cross-promote on the web, in social media and newsletters

4 Data Do's & Don'ts

DO

USE A SECURE ARCHIVE FOR IMPORTANT DATA, DOCUMENTS AND PROJECTS

DON'T

CLUTTER YOUR COMPUTER WITH NEEDLESS, UNUSED PROGRAMS

DO

UPDATE PASSWORDS, SECURITY SETTINGS AND SOFTWARE LICENSES

DO

EDUCATE YOUR STAFF ON PROPER COMPUTER AND ONLINE SECURITY

"Spring is a great time to clean out your inbox."
- DAVE ARCHER, CEO of the Nevada Center for Entrepreneurship and Technology

- scrub! scrub! scrub!** your mailing & contact lists
- step 1** PRINT OUT EACH MAILING LIST AND GO OVER IT THOROUGHLY
- step 2** VERIFY CONTACT INFORMATION FOR EACH CUSTOMER OR CLIENT
- step 3** DELETE OUTDATED CONTACTS
- step 4** CALL YOUR CUSTOMERS TO TOUCH BASE AND CONFIRM/UPDATE THEIR INFORMATION
- step 5** RE-SEGMENT YOUR MAILING LISTS BASED ON CURRENT MARKET CONDITIONS

THE MORE YOU LEARN, THE MORE YOU'LL EARN

- Use the Chamber's SCORE free business counseling service
- Attend the Chamber's Business Education Series for fast and affordable training
- Discover a world of free or low-cost training options online
- Use veteran employees to mentor and train newer employees

- ### TRIM THE FAT. GET IN FOCUS. STAY COMMITTED.
- Evaluate your budget line-by-line to eliminate waste
 - Take advantage of Chamber discounts to save money
 - Challenge employees to be more efficient and productive
 - Cut out duplication, redundant processes and needless steps
 - Create a mission statement that defines your goals and objectives and revise regularly
 - Review your progress monthly and make necessary adjustments

CLEAN HOUSE literally.

Give your office or work area a thorough cleaning from top to bottom
Replace filters, disinfect keyboards and clean out the 'fridge
Use environmentally friendly cleaning products
Encourage employees to respect their work environment

“INVITE SOMEONE TO YOUR PLACE OF BUSINESS SO THEY CAN **BETTER UNDERSTAND** YOUR BUSINESS NEEDS AND SERVICES.”
- STEVENSON BROOKS, Sandler Training

Take the Time for Face Time

- Sometimes good, old-fashioned face-to-face meetings are what's necessary to move your business relationships to the next level. Here's how to get hands-on with your networking:**
- Hit the road and visit your customers in person
 - Attend Chamber networking events - bring lots of business cards
 - Invite potential customers to tour your place of business
 - A cup of coffee with a contact is worth a thousand emails
 - Build relationships one handshake at a time

polish up your customer service

Quality customer service is key to your company's success, yet it doesn't just "happen." Make quality service your organization's Prime Directive. Give employees a refresher course on customer service and courtesy. Take advantage of the Chamber's Customer Service Excellence Program to motivate and reward employees. Practice good customer service daily to improve your bottom line.

Last chance

TO REGISTER FOR INC.'S **GROWCO** BUSINESS-BUILDING CONFERENCE
APRIL 6-8

Inc. Magazine's GROWCO: Grow Your Company Conference is a three-day national event created for business leaders who want to achieve sizable growth within their organization. Participants will discover unique insights from a world-class lineup of speakers and break-out sessions to network with leaders of today's top-performing companies. Chamber members save \$500 on registration. To register go to LVChamber.com.

BUSINESS EDUCATION SERIES PRESENTS

"Marketing on the Edge"

APRIL 12

Social Media...New Media...Web 2.0...What do these terms mean? How is this new age of online communication revolutionizing the way we connect with our customers, employees, investors, peers and the media? Presented by Paula Yakubik and Kassi Belz, "Marketing on the Edge" will teach you how to make this popular new medium work effectively for your business. The session is Tuesday, April 12, 7:00 – 9:00 a.m. See the Chamber Calendar on page 16 for details.

CHAMBER HOSTS **Earth Day** FESTIVITIES AT TOWN SQUARE
APRIL 14

The Chamber will join Republic Services, Evergreen Recycling, Green Alliance and collaborative GREEN Ally organizations Thursday, April 14 from 5:30 - 8:30 p.m. for an Earth Day celebration at Town Square Las Vegas Park. Enjoy complimentary hors d'oeuvres from several of Town Square's fabulous restaurants, along with two complimentary drink tickets provided by Blue Martini. The event will also showcase artwork submitted for the "Keep Las Vegas Beautiful" contest. The evening will feature fun activities, door prizes, special guest appearances and music by local band, The WEDGE Brothers. The cost is \$20 for pre-paid registrations; \$25 the day of the event. Register at LVChamber.com.

Partnering Companies:

**Free BUSINESS BLEND MIXER CONNECTS VYP AND CHAMBER MEMBERS - APRIL 28**

The Las Vegas Chamber of Commerce and Vegas Young Professionals will host a free "Business Blend" joint mixer on Thursday, April 28 from 5:00 – 8:00 p.m. at the Miracle Mile Shops at Planet Hollywood. Business Blend is a unique opportunity to mix and mingle with both memberships in one of the hottest entertainment, dining

and retail venues on the Strip. Members and non-members alike can enjoy an exclusive setting that's perfect for making valuable business connections. This exclusive VIP event includes food samples from Miracle Mile Shops restaurants, special offers and discounts from shop retailers and the chance to win exciting raffle prizes.

BUSINESS PIONEER Irwin Molasky HONORED WITH FREE ENTERPRISE AWARD

Long-time Las Vegas business innovator Irwin Molasky, chairman of the Molasky Group of Companies, was honored with the Free Enterprise Award at the Chamber's March Business Power Luncheon. The award was presented on behalf of the Nevada Taxpayers Association, the Employer's Association of Southern Nevada and the Las Vegas Chamber of Commerce.

Molasky was recognized for the many contributions he made throughout the past 50 years in building and shaping Las Vegas. From the first private hospital to the first master planned community, as well as one of the first premiere high rise office buildings in Downtown, Molasky has been an innovator, a leader and a shining example of the entrepreneurial spirit.

**STOP THE CYCLE**

Each year, **2,800 kids** in Nevada start smoking. **1/3** (900 of them) will become addicted. Adult smokers are more likely to **miss work** and **retire early**, which costs Nevada **\$903 million** in **lost productivity** a year. Smokers also contract diseases like **lung cancer** and **emphysema**, costing Nevadans **\$565 million annually** on **smoking related health care**. Ultimately, **3,300 Nevada smokers die per year** as a result of smoking.

Next year, a fresh crop of **2,800 Nevada kids** will start smoking and continue the cycle.

UNLESS WE STOP IT.

Is Smoking Worth It?

Ready to Quit Smoking?
Call **1-800-Quit-Now** for free help.

Learn more at
smokefreevegas.com

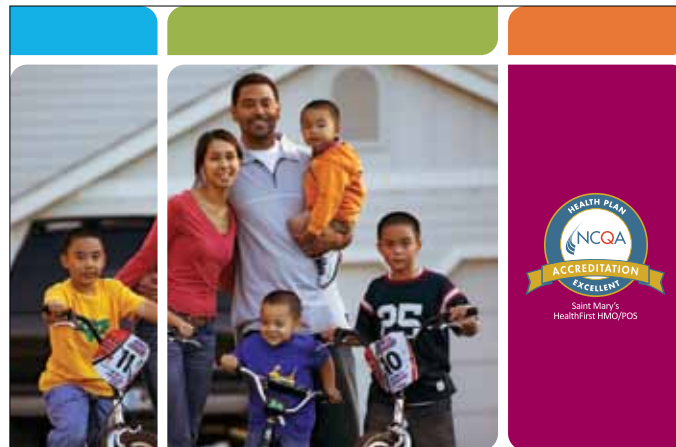
spruce up for spring

are you looking to find a fresh, new space for your business? Let us Help You!

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new growth
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You can make energy decisions that are *Smarter Greener Better* for you, your business and the environment.

Rebates for Your Home

Rebates are available for natural gas storage and tankless water heaters, clothes washers, natural gas clothes dryers, programmable thermostats, and smart low-flow showerheads.

Available Rebates —
\$20 – \$200 on qualifying equipment.

Residential Weatherization Rebates

Windows, attic and floor insulation:

Available Rebates —
\$0.35 – \$0.95/SqFt. on qualifying installation.

Duct sealing and insulation:

Available Rebates —
\$475 on qualifying installation.



Rebates for Your Business

Rebates are available for natural gas storage water heaters, griddles, steamers, fryers and combination ovens.

Available Rebates —
\$550 – \$2,500 on qualifying equipment.



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President's Club



Jay Barrett



Francis George



Joel Mann



Donna Marcou-Stafford



Kristin McMillan



Scott Sibella

Jay Barrett
Senior Financial Officer
and Board Member
The Marnell Companies

During the past 30 years, The Marnell Companies has been involved in the planning, architecture, construction, and real estate development of some of Las Vegas' most recognizable properties, including the Bellagio, the Wynn and The M Resort. Jay Barrett serves on the Executive Committee for the Las Vegas Chamber of Commerce Board of Trustees and the Government Affairs Committee, and has dedicated a significant amount of time and resources to a variety of professional, civic and charitable organizations in Southern Nevada.

Francis George
Owner

Francis + Francis
A French native, Francis George believes that photography is in a perpetual state of change. With more than 30 years of experience, George appreciates the evolution photography has taken through the years and

has embraced the digital revolution whole-heartedly. He started his career in Cannes photographing celebrities during the yearly film festival for Cinema Magazine. With the combination of traditional and modern techniques, George's masterful command of light, film, and digital media helped produce countless award-winning images.

Joel Mann
Musical Director, and
Group Sales Manager
Bally's Las Vegas

While holding a bachelor of fine arts degree in theater design from Emerson College, Joel Mann's career began on the East Coast, performing with his own band and serving as musical director for Caesars, Sands Hotel & Casino and Trump Plaza Hotel in Atlantic City. Mann was part of the original production team that reproduced the musical score from Jubilee! in the late 90s. Currently, Mann is entertainment group sales manager, specializing in developing the international tourism market for Jubilee!

Donna Marcou-Stafford
Vice President of
Leisure Sales
Tropicana Las Vegas

Donna Marcou-Stafford is responsible for the overall production of leisure sales for Tropicana Las Vegas. Prior to joining Tropicana, she held the same position with Planet Hollywood Resort & Casino, working there for more than 10 years, including the time period during pre-opening sales operations. Marcou-Stafford was the recipient of the Starwood Hotels and Resorts prestigious "Most Valuable Partner" award in recognition of her outstanding support and commitment to partnering with the company's global sales organization.

Kristin McMillan
Vice President – State
External Relations/
Western Region
CenturyLink

Kristin McMillan is the immediate past Chairman of the Las Vegas Chamber of Commerce. In her position with CenturyLink, McMillan leads the government affairs, legislative and regulatory teams in the

ten-state Western region. Active in the community, she is also involved on boards and committees in various civic and charitable organizations.

Scott Sibella
President and Chief
Operating Officer
MGM Grand Las Vegas

Scott Sibella is president and chief operating officer of MGM Grand Las Vegas, a AAA Four Diamond resort. He is responsible for overseeing all operations at the 5,044-room property. Most recently he held the same position at The Mirage where he led a dramatic multi-year transformation of the iconic hotel that once again raised the bar for excellence on The Strip. A 20-year veteran of the hospitality industry, Sibella has held distinguished executive management roles in Atlantic City and Las Vegas.

President's Club New Members

Amibug Holdings, LLC
Andy Gil

GES, Global Experience
Specialists
David Clontz
John Hinkell

Executive Level New Members

Dunkin' Donuts
Dennis Hill
Laurie Sonesen
Gilnara Rossi
Paul Manz
Steve Lockhart
Ryan Brezina
Annette Mead

Insert Coins
Christopher La Porte

New Growth Commercial
Real Estate Company
Bridget Richards
Jason Lesley

Scooters Pub Sports Bar and Grill
John Pohorsky
Joseph Pohorsky

Ed Berkle
General Manager
House of Blues Las Vegas

House of Blues is home to live music and southern-inspired cuisine. General Manager Ed Berkle grew up in Ocean City, New Jersey, beginning his passion for food and beverage when his parents owned a restaurant on the Boardwalk. Prior to House of Blues, he was director of operations for ESPN Zones – Disney Regional Entertainment and Area Manager – Epcot Restaurants for Walt Disney World Resorts.

Robert M. (Bob) Brown
Publisher
Las Vegas Review-Journal

A 30-year newspaper industry veteran, Robert M. (Bob) Brown is the Publisher of several local publications, including the *Las Vegas Review-Journal*, *Las Vegas Business Press*, and *Las Vegas Health Magazine*. Brown is currently on the board of directors of Opportunity Village, The Better Business Bureau and Special Olympics of Nevada. He also serves on the Board of Trustees for the Las Vegas Chamber of Commerce.

Richard T. Crawford
President
Green Valley Grocery

Richard "Rick" T. Crawford has lived in Las Vegas since 1971. He is the President and Founder of Midjit Market, Inc. dba Green Valley Grocery, Crawford Oil, Inc. and Crawford Coin, Inc. Crawford is active in numerous civic and charitable organizations, including chairman of Shell Oil National Wholesalers Council and Nevada Retail Network Self Funded Group and he was recently named to the executive committee of the Nevada Development Authority.

Executive Level



Ed Berkle



Robert M. (Bob) Brown



Richard T. Crawford



Bret Holmes



Steve Linder



Georges Maalouf



David Moody



John Repetti



Jim Spinello



John Wilcox

Bret Holmes
President
Advanced Management
Group Nevada, LLC

Advanced Management Group Nevada, LLC is a full-service real estate management company. With more than ten years of experience, he works with property owners to achieve optimal results. Holmes is president of the Nevada State Apartment Association and is a delegate for the National Apartment Association.

Steve Linder
Vice President, Director
Community Development
HSBC Bank Nevada, N.A.

Chartered in 1993, HSBC Bank Nevada now serves more than 15 million customers nationwide. Steve Linder joined HSBC Bank Nevada in 1987. He is a 1996 graduate of the Las Vegas Chamber of Commerce's Leadership Las Vegas program and serves as a Chamber Prospector.

Georges Maalouf
Owner and Consultant
Maalouf Benefit
Resources

Maalouf Benefit Resources is a locally owned and operated insurance brokerage and consulting firm specializing in employee benefits. With more than 16 years of industry experience, Maalouf has emerged as a foremost expert in the field. He is a lifelong Las Vegas resident, a graduate of UNLV and is active in a number of local charities and civic organizations.

David Moody
President and CEO
First Security Bank
of Nevada

David Moody started his banking career as a part-time teller and collector while attending school at Southern Utah State College. After graduating with a degree in business education, he was hired by First Security Bank of Utah as a mortgage loan officer. Upon moving with his family to Las Vegas in 1989, Moody was the first employee in Nevada for First Security Bank of Utah.

John Repetti
Sr. VP, Director of
Operations for the
Downtown Region
Fremont Hotel & Casino

In 2003, John Repetti was promoted to the position of senior vice president and director of operations for the Boyd Gaming downtown region. He is also the general manager of the Fremont Hotel & Casino. Repetti helps to oversee the day-to-day operations of that facility, as well as being responsible for all downtown Boyd Gaming properties. Repetti landed his first job as a dealer at the California Hotel & Casino in January 1976.

Jim Spinello
Local Government and
Public Affairs Director
R&R Partners

A former Nevada state assemblyman and public administrator, Jim Spinello uses his knowledge of Nevada state government to advocate on behalf of R&R Partners' government and public affairs clients. Previously, as assistant director of administrative services for Clark County, he oversaw the Office of

Emergency Management's Strategic Planning and Organizational Development and Franchise Services. He helped establish the County's ethics guidelines and was appointed to the Nevada Homeland Security Commission by Governor Kenny Guinn.

John Wilcox
Senior Vice President
and Regional Banking
Manager
City National Bank

John Wilcox joined City National Bank in October 2009. He oversees client service and retention, and business development at the eight Nevada City National Bank offices. As a life-long resident of Las Vegas, Wilcox has been involved in many aspects of the community. He is also a past chairman of the Board of Trustees for the Las Vegas Chamber of Commerce.

Events APRIL

TWO EASY WAYS TO REGISTER FOR CHAMBER EVENTS:

Log on to LVChamber.com and find your event on the Event Calendar, or call Member Services at 702.641.5822.

RSVP POLICY

The Chamber RSVP policy encourages early registration for popular programs and allows our event partners adequate time to prepare for functions. Any reservation made the week of an event will be subject to a \$5 surcharge, so please register early.

6 Wednesday SCORE Counseling

SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members. Expert business professionals will help provide advice, tools and resources to keep your business thriving in this slow economy.

1:00, 2:00, 3:00 & 4:00 p.m., One member per time slot.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

Complimentary, Chamber members only.



12 Tuesday Marketing on the Edge A Business Education Series Presentation

Speakers: Paula Yakubik & Kassi Belz

Social Media...New Media...Web 2.0...How is this new age of interacting and networking online revolutionizing the way we communicate to our clients/customers, employees, shareholders/investors, peers and the media? Learn the tools for reaching

your customers in this new era and harness the power of public relations.

7:00 - 7:30 a.m. Check-in

7:30 - 9:00 a.m. Program

9:00 - 9:30 a.m. Networking

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S.,

Ste. 300, 89119 (at Town Square)

\$30 for member prepaid registration,

\$45 for non-member prepaid registration.

Series Sponsor:



13 Wednesday Chamber Voices Toastmasters

Looking for a way to improve your communication skills in both your personal and professional life? The Chamber Voices Toastmasters group is open to all members to aid in the development of speaking, presentation and leadership skills.

10:45 a.m. - 12:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

\$45 every six months. Guests always complimentary.



14 Thursday Earth Day Celebration

Enjoy complimentary hors d'oeuvres from several of Town Square's fabulous restaurants, along with two complimentary drink tickets provided by Blue Martini. The event will also showcase artwork submitted for the "Keep Las Vegas Beautiful" contest.

5:30 - 8:30 p.m.

Town Square Las Vegas Park

\$20 for pre-paid registrations; \$25 the day of the event.



19 Tuesday Free Legal Solutions for Small Business

Attorneys from the law firm of Holland & Hart's Las Vegas office will provide legal counseling to Las Vegas Chamber of Commerce members. The firm's lawyers will provide counseling on commercial business transactions, employment matters, contract law, litigation, intellectual property law, bankruptcy law and tax law, among other areas. (These sessions will not address divorce, child custody, Chapter 13 bankruptcy or home foreclosures.)

Appointment times: 6:00 - 6:50 p.m., 7:00 - 7:50 p.m.

Two members per time slot.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

Complimentary. Chamber members only. Advanced registration required.



20 Wednesday SCORE Counseling

SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members.

9:00, 10:00 & 11:00 a.m., One member per time slot.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S.,

Ste. 300, 89119 (at Town Square)

Complimentary, Chamber members only.



27 Wednesday New Member Breakfast

Start your new Chamber membership off right at this exclusive event for all new members. Each participant will have the opportunity to introduce themselves and their business, and network in a friendly and upbeat atmosphere. Bring plenty of business cards!

7:00 - 7:30 a.m. Registration & Networking

7:30 - 9:00 a.m. Program

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

By invitation only. Complimentary.



27 Wednesday Chamber Voices Toastmasters

Looking for a way to improve your communication skills? This group is open to all members to aid presentation and leadership skills.

10:45 a.m. - 12:00 p.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

\$45 every six months. Guests always complimentary.



28 Thursday Business Blend A Joint Chamber and Vegas Young Professionals Mixer

Mark your calendars for the unique opportunity to mix and mingle with Chamber and VYP members in an exclusive setting at the Miracle Mile Shops inside Planet Hollywood.

6:00 - 8:00 p.m.

Miracle Mile Shops at Planet Hollywood, 3667 Las Vegas Blvd. S., 89109

Complimentary for Chamber & VYP members. \$15 for non-members.



Events APRIL

TO RSVP FOR VYP EVENTS VISIT VEGASYP.COM

5 Tuesday VYP Morning Buzz

Vegas Young Professionals Advisory Council members and Ambassadors will be on hand to answer questions for anyone interested in learning more about VYP, the Valley's largest business organization for young professionals. Hot coffee and a delicious light breakfast will be served.

7:30 - 9:00 a.m.

CenturyLink™ Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. S., Ste. 300, 89119 (at Town Square)

Complimentary



25 Monday VYP Toastmasters: Strip View Speakers

See Monday the 11th for details.



28 Thursday Business Blend A Joint Chamber and VYP Mixer

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6:00 - 8:00 p.m.

Miracle Mile Shops at Planet Hollywood,

3667 Las Vegas Blvd. S., 89109

Complimentary for Chamber & VYP members. \$15 for non-members.



11 Monday VYP Toastmasters: Strip View Speakers

Exceptional communication skills are vital to success in the business world. The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.

5:30 - 6:00 p.m.

Registration & Networking

6:00 - 7:00 p.m. Meeting

The Platinum Hotel, 211 E. Flamingo Rd., Las Vegas, NV 89169

\$60 to join, \$36 every six months



The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to *pr@lvchamber.com* or fax to Public Relations at 702.735.0320.

Coming Events

University of Nevada Cooperative Extension presents “The Nuts and Bolts of Grant Writing” workshop on April 5 from 9:00 a.m. to 4:00 p.m. at the Lifelong Learning Center; 8050 Paradise Road. Call 702.257.5502 to register.

JYD Project is hosting “Rally 4 Kids” “Rally for Education” at Town Square, April 28- May 1. For details, visit jydproject.com.

Community Service

Boys Town Nevada's In-Home Family Based services received a \$370,000 grant from the Engelstad Foundation.

City National Bank awarded 91 literacy grants to Nevada, California and New York educators totaling more than \$77,000.

Colliers International – Las Vegas raised \$4,000 through its charity poker tournament for the Links for Life Foundation.

Congratulations



Cox Communications was named to the 2011 DiversityInc Top 50 Companies for Diversity for its demonstrated use of diversity best practices and measured results.

The Firm Public Relations & Marketing celebrated its 18th year in business in March.

Hughes Center in Las Vegas received the Industry Impact Award by NAIOP Southern Nevada.

Las Vegas Paving Corp. was named 2010 Contractor of the Year by the Nevada Contractors Association for completing the state’s first design-build road job six months ahead of schedule.

A Body In Balance Pilates Studio celebrated its fifth birthday with a week long celebration.

Carole Fisher, president and chief executive officer of the **Nathan Adelson Hospice**, was named a 2011 Leadership inductee for the 6th Annual Women’s Hall of Fame.

Alamo Capital CEO Nancy Mullally was recognized as a nominee for “Citizen of the Year” by the Danville Chamber of Commerce in California and U.S. Congressman Jerry McNerney.

Announcements

Moorea Katz and Joanna Myers joined **Greenberg Traurig , LLP** as associate attorneys.

Urban Environmental Research, LLC named Doug Webb as project manager.

The **Nevada Development Authority** named Richard “Rick” T. Crawford, founder and president of **Green Valley Grocery**, to its executive committee.

Paula Yakubik, managing partner of **MassMedia Corporate Communications**, was selected to the local board of trustees of St. Jude’s Ranch for Children.

Jane Jensen Saint was named executive director of **The Foundation for Relevant Education about the Law (Project REAL)**.

Johnson Jacobson Wilcox announced the following staff additions: Adrienne Morgan, Harmony Ricley, William Hinsdale and Russell Oberhelman.

Wheeling/Dealing

Grubb & Ellis Las Vegas represented the buyer in the purchase of 6.2 acres of land valued at \$1.9 million.

American Shooters launched a new website, including an online store, at americanshootersonline.com.

Commercial Executives brokered a 36 month lease of office space valued at \$63,180.

ANNIVERSARIES

What’s the secret to long-term success in the Southern Nevada business community? Establishing long-term and personal relationships with other professionals. What’s the most effective way to do that? Membership in the *Las Vegas Chamber of Commerce*.

Congratulations to the following companies celebrating membership anniversaries in *APRIL 2011*.

| | |
|-----------------------------|----|
| +40 Years | |
| Nitz, Walton & Heaton, Ltd. | 45 |
| Friendly Ford | 41 |

| | |
|---|----|
| +20 Years | |
| Boys & Girls Clubs of Las Vegas | 31 |
| Greater Las Vegas Association of REALTORS | 30 |
| Prestige Travel American Express, Inc. | 30 |
| Workforce CONNECTIONS | 30 |
| Meadows Mall | 25 |
| Snyder Realty-Pat Snyder | 25 |
| Trophies of Las Vegas | 25 |
| Hamada of Japan | 24 |
| Russell Financial Services | 24 |
| Community Action Against Rape | 23 |
| KB Home | 23 |
| Brown & Brown Insurance of Nevada, Inc. | 21 |
| Clear Channel Radio Las Vegas | 21 |
| Doroshow Insurance, Inc. | 21 |
| Letizia Mass Media | 20 |
| Nevada Broadcasters Association | 20 |
| The Skancke Company | 20 |
| Top Quality Maintenance | 20 |

| | |
|---|--|
| 15 Years | |
| Benjamin Enterprises, LLC | |
| Bridal Spectacular Events, Inc. | |
| Dwyer Engineering, Inc. | |
| Laser Printer Specialists, Inc. | |
| 10 Years | |
| Aprillog.com | |
| Davis Auto Wrecking | |
| Egtedar, Ascar, M. D. | |
| The Ferraro Group | |
| Harmon & Davies, PC | |
| JSI Services | |
| Realty One Group - Suzie Marquardt | |
| STG Enterprises, Inc. - Lic. # 0038997, 0038998 & 0038999 | |
| Utah Shakespearean Festival | |
| Victoria Consulting | |

| | |
|--|--|
| 5 Years | |
| Advanced Medical Center | |
| Alpine Fixtures & Sheet Metal, Inc. | |
| Bekins A-1 Movers | |
| Camino Constructors, LLC | |
| Century 21 Express-Louis Levin | |
| DGE Productions, Inc. | |
| Diversified Communications Solutions, Inc., Ltd. | |
| Eagle Telcom, Inc. | |
| Law Office of Brian M. Fisher | |
| Lifeguards 2 U | |
| Lifesigns | |
| Livewire Electric, LLC | |
| Mary A Grant, OD | |
| Quality Medical Imaging | |
| S. Kenyon Transport, LLC | |
| Seed & Grain Tech | |
| Solterra Holdings Nevada, LLC | |
| Women’s Cancer Center | |

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* To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com.



**C12 Group
Las Vegas**

C12 Group Las Vegas celebrated its third year in business at Preview Las Vegas with a ribbon cutting. C12 Group is an advisory group for Christian business owners and CEOs that is expanding locally. Call 702.656.9546 or visit C12lasvegas.com.



**Goodie
Two Shoes
Foundation**

The Goodie Two Shoes Foundation proudly cuts the ribbon at their Preview Las Vegas 2011 exhibitor's booth. Featured (l to r): Riley Kelley, and co-founders Nikki and Tony Berti. To learn more about GTSF, please visit goodietwoshoes.org or call 702.617.4027.



Metro PCS

MetroPCS is the fifth largest wireless carrier in the United States and has more than 100 locations in Las Vegas. MetroPCS offers no-contract wireless services with nationwide coverage and a 4G LTE network to meet all your cell phone needs. Call 702.632.5880 or visit metropcs.com.



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NetEffect

NetEffect has been providing business-class IT service to small and medium-sized businesses throughout the Las Vegas valley since 2002. In February, they launched an exciting new cloud-based platform called MyGrid Anywhere Computing. Call 702.318.7700 or visit getmygrid.com.



Variety Club

"The Heart of Show Business" Variety Club has been in Las Vegas since 1950. We fund and provide services to alleviate suffering and improve the quality of life of children who are mentally or physically challenged, abused, sick, homeless or underprivileged. Visit variety.org.

EARLY PLANNING GIVES YOU A **MARKETING EDGE** AT BUSINESS EXPO

When you're an exhibitor at Business Expo 2011, you open your business to a wealth of marketing opportunities you can capitalize on with early planning. *The sooner you secure your booth space, the sooner you can use this high-profile event as a marketing tool for your company!*

"Business Expo is an outstanding opportunity to promote your business in a world-class location," says Business Expo 2011 Chair Tanya Murray. "It's an excellent way to maximize your marketing dollars, especially with the benefits that come with early registration. You'll be joining with 200 other exhibitors to experience the finest of Las Vegas business."

WHAT MAKES EXPO UNIQUE?

Only Chamber members can exhibit at Expo, yet attendance is open to the entire business community, giving Chamber members an advantage over their competition.

WHO ATTENDS EXPO?

Nearly 2,000 executives, business professionals and decision makers from a wide range of industries valley-wide attend Expo. Some come to learn more about business-to-business opportunities and others come to Expo looking for specific vendors capable of providing the products or services their company needs.

WHAT ARE THE BENEFITS OF EARLY REGISTRATION?

The earlier you reserve your booth, the more time you have to maximize your Expo experiences.

- Develop your collateral materials and design your booth to convey the message you want potential customers to see.
- Promote your exhibit to potential customers through your company website, newsletter and e-mail.
- Invite past and current clients, customers and colleagues to attend Expo and visit your booth.

HOW CAN I MAKE THE MOST OF EXHIBITING AT EXPO?

Many Expo exhibitors conduct prize drawings and offer give-away items during the event, which brings potential customers to their booth not just once, but twice! Savvy exhibitors set appointments with new business leads on the spot and follow up as soon as possible. When you register early, you have more time to plan these special details.

Learn more about the advantages of becoming a Business Expo exhibitor, sponsor or to purchase tickets by visiting LVChamber.com/business-expo or by calling 702.641.5822 and asking for Member Services.



EXHIBIT INFO

EXHIBITS OPEN NOON - 5:00 P.M.

STANDARD 10 x 10 booth: \$525

STANDARD DOUBLE 10 x 20 booth: \$825

PREMIUM 10 x 10 booth: \$700

PREMIUM DOUBLE 10 x 20 booth: \$1,000

NON-PROFIT 10 x 10 booth: \$400

**ADMISSION: \$10.00 AND
YOUR BUSINESS CARD.**

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LVChamber.com/business-expo or
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Warren Kaplan

**Aburiya Raku
(EndoGourmet, Inc.)**
Miki Endo

Acres 4.0
Krista Reiner

AET Environmental
Edward Domanico

**American Building
Maintenance Janitorial
Service**
Vince Citrino

**American Monster Heating
& Cooling, Inc.**
Natalie Haag

**American Patriot Solar
Community, LLC**
Zeb Nagy

**Amerigroup
Community Care**
Eric Lloyd

Apache RV
Two Bears Medina

Appliance Repair Experts
Michael Gorden

**Arizona Professional
Medical Services, LLC**
Cheryl Salmon / Pollack

**Bella Grande Entrances,
LLC**
Charles Varney

Body and Soul Wellness
Marianna Szoke

BT Media, LLC
Vitali Ihtanovich

Buffalo Builders, Inc.
Richard Rogas

Burly Mini Dumps, LLC
Marcus Bately

**Cardiovascular Surgery
Associates**
Chip Rattigan

Cartridge World
Sham Mehta

CB Consulting, LLC
Carol Beyer

Clean Energy Project
Lydia Ball

**Creative Real Estate
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Michael Wiemhoff

DCI Photography, LLC
Randy Adger

Dental Cooperative
Sharon George

Draskovich Building
Robert Draskovich

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Michael Lujan

F R Solutions, Inc.
Sheri Utley

Factor, LLC
Todd Bunker

**Flip Flop Shops
Mandalay Bay**
Scott Santy

G and P Consultants, LLC
Dennis Butler

Georgiou Consulting
Byron Georgiou

Gibbons Trading, LLC
Michael Gibbons

Giorgi Ventures, Inc.
Carl Giorgi

**Goold, Patterson,
Ales & Day**
Jeffrey Patterson

Grace Community Church
David Graham

GROWCO
Megan Burns

GWE Consulting, Inc.
Keith Jones

Hitechs
Hisham Ahmed

The Hope Group, Inc.
Jerianne Hope

Inner Circle Corp, LLC
Charlene (Char) Scott

J.S.H. Enterprises
Joseph Hutchings

Jubilee
Jerry Englehardt

Las Vegas Business Services
Corey Massey

**Las Vegas
Gourmet Catering**
Todd Philbrook

Lathrop & Gage LLP
Aaron Bradford

**Law Office of
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Cynthia Reed

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Dana Warring

**Lindo Michoacan
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Mark Berry

Logic Works, LLC
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Loper Enterprises
Charles Loper

Macau Health Spa
Rollin Gardner

**Mac's Delivery
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Tom Maguiness

Marko R. Inc. Contracting
Marko Radosavljevic

Mayfield, Gruber & Sheets
Harvey Gruber

McGovern & Greene LLP
Craig Greene

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Michael Ashe

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Mohave Aviation
Barbara Baker

Mohave Valley Raceway
Valerie Hart Carter

Monarch Sky
Samarra Johnson

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Antoinette Diaz Modrok

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Investigations**
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ProLogis
Jim Rodrigues

Pure Barre
Emily Johnson
Lauren O'Nan

Push 2 Go
Michael O'Reilly

Quiznos
Eddie Hernandez

Schalk & Associates, LLC
Tom Schalk

Security Source
Rick Morgan

Silver State Cardiology
Jose Aquino

Simplicity Travel
Dan Kitchens

Skydive Las Vegas
Brent Buckner

**Southern Nevada Medical
Industry Coalition**
Sue Ullrich

**SouthWest Electritech
Services, LLC**
Howard Herndo

**Steve's Frozen Chillers
of Nevada**
Nicaio Perez

continued on page 24

Editorial Policy:

The *Business Voice* is a member newsletter of the Las Vegas Chamber of Commerce.

The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of *The Business Voice* can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

The Business Voice (USPS #717-970) is published by The Las Vegas Chamber of Commerce.
6671 Las Vegas Blvd. South, Ste. 300
Las Vegas, NV 89119-3290

Annual Subscription \$25
Periodical postage paid at Las Vegas, NV
POSTMASTER: Send address changes to:
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New Members....continued from page 22

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David Straus

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Luigi Iulita

Sunline Logistics, LLC
Rita Gonzalez

Tactical Marketing, Inc.
Thomas Coolidge

Telesphere
David Hill

Ten Exhibits
Tim Patrick

Uptown Hair Salon
Birgit Velasquez

USO Las Vegas
Doug Bradford

Value Place Hotel Las Vegas
Melissa Wiggins

**Variety, The Children's Charity
of Southern Nevada**
Denna Atkinson

Vegas 500
Linda Coe

**Viva Mercado's
Mexican Restaurant**
Robert Mercado

Webcast TV
Tom O'Hagan

The Westmark Group
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More than 10,000 copies of the *Chamber's Relocation Guide* are distributed each year to people interested in relocating to Las Vegas. It's also distributed through the Chamber's website, and by local companies and real estate professionals. Not only will your company's advertisement move your business ahead of your competition, but the Chamber will help you follow up on leads as well. Whenever an individual requests a guide, we gather their contact information and email those leads to all advertisers once a month.

"In addition to being an exceptional, targeted advertising vehicle, the *Relocation Guide* contains a wealth of valuable information new residents need, which means it's a resource that has a long shelf life," explains Director of Sales Peggy Franzino. "From utility hook-ups and car registration to school zoning, neighborhood descriptions and community events, if it involves life in Las Vegas, we cover it in our *Relocation Guide*."

Advertisers also enjoy an additional ad, company profile and website link in the "Relocation" section of LVChamber.com, one of the most visited local websites for individuals and businesses interested in Las Vegas. The deadline for submitting is April 29.

For more information
contact John Tobin, at
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APPLICATIONS NOW AVAILABLE FOR 25th ANNIVERSARY CLASS

During the course of its 25-year history, no other executive development series in the Las Vegas valley has matched the caliber of Leadership Las Vegas.

More than 1,000 local professionals have graduated from Leadership Las Vegas, from top CEOs and executives in a variety of fields to lawmakers, legislators, non-profit and community leaders. Leadership Las Vegas participants have honed their leadership skills, developed new networks, positively impacted the community and created life-long relationships.

“Leadership Las Vegas is a program like no other,” says Darcy K. Neighbors, Founder/CEO of CIM Marketing Partners and a Leadership Class of '03 graduate. “There are not enough words to explain what I have gained from my year in the program and beyond. When applying for Leadership Las Vegas, I assumed I'd meet some great people and learn a few things about Las Vegas that I didn't know, and hopefully be lucky enough to make some great business connections and complete a community project with my class.” Adds Neighbors, “Not only did all of that happen, but so did something completely unexpected - something that was life changing!”

The program educates participants about the internal workings of the business, political and social systems in the Las Vegas valley. The small class size allows participants the opportunity to work together in exploring the history of Las Vegas, gaming and tourism, government, politics and media, as well as economic trends and forecasts. Participants also delve into issues related to education, health care, local infrastructure and the various social systems of Southern Nevada.

Flo Rogers, president and general manager of Nevada Public Radio and a Leadership Class of '04 graduate says, “Leadership made me more committed to participating in our community than I could have ever imagined. I can definitely say it was pivotal in my decision to make Las Vegas my permanent home.”

From gaming establishments to visits with clients of Opportunity Village and tours of regional correctional facilities, Leadership exposes participants to a side of Las Vegas they may never have seen before.

A large majority of Leadership Las Vegas graduates have become active alumni. Many community class projects continue to be nurtured by Leadership graduates. Graduates are active on Leadership Council and committees and frequently continue to contribute to the program long after their graduation year has ended.

“Leadership Las Vegas is one of the most valuable learning forums we have,” says Michael Yackira, president and CEO of NV Energy. “This program helps participants, many of whom are our employees, become the community leaders of tomorrow.”

Applications for the Leadership Las Vegas Class of 2012 are now available. All completed applications must be submitted to the Chamber no later than May 19, 2011. For more information contact Lisa Gough, Leadership Las Vegas coordinator, at lgough@LVChamber.com or call 702.586.3841.



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